

Global GM Sales Up 4 Percent (Chevy Up 1.4) in First Half

Chevrolet sold a record 2.5 million vehicles around the world in the first six months of 2013, up 1.4 percent over the same period in 2012.

It was the 11th straight quarter of increased sales.

New products like the Onix subcompact car in Brazil, which is based on the Gamma platform and is the successor to the Chevrolet Celta, helped lead the way.

The Impala full-size sedan in the U.S. and Colorado midsize pickup, which is made in Thailand, in Southeast Asia also contributed strongly to sales.

Overall, General Motors Co. posted sales of more than 4.85 million vehicles in the first half of 2013, an increase of nearly 4 percent over the same period in 2012.

"Chevrolet is in the midst of the most aggressive new product rollout in the brand's history," said Alan Batey, senior vice president of Global Chevrolet.

"The continued sales growth around the world is a result of a focused effort to strengthen Chevrolet's presence in developing markets as well as its relationship with consumers by offering the right products, technologies, and world-class customer service."

In the U.S., Chevrolet's small

car lineup continues to attract new customers to the brand, Batey said. Sales of the Sonic, Spark, Cruze and Volt combined were up nearly 25 percent in the first half of 2013. Full-size truck sales also increased 23 percent over the same period and dealers are delivering the all-new Silverado to consumers at a rapid pace, averaging only 10 days on dealer lots.

Chevrolet sales in China rose 6.1 percent to nearly 322,000 units, fueled by strong sales of the Sail, Cruze, Malibu and Captiva.

The top five Chevrolet sales markets in the first six months of 2013 were:

- United States 1.02 million – 5.6 percent increase;
- China 322,000 – 6.1 percent increase;
- Brazil 305,000 – 5.1 percent increase;
- Mexico 91,000 – 15.7 percent increase;
- Russia 80,200 – 16.1 percent decline.

GM first-half 2013 sales in North America were up nearly 8 percent and nearly 7 percent throughout its International Operations. GM achieved a sales record in China with a 10.6 percent increase to 1,567,392 units.

The total North American market sales, including Canada and

Mexico, were 1.641 million in 2013, versus 1.524 million in 2012, an increase of 7.7 percent. For 2013, Chevrolet had 17.2 percent of the market. In 2012, it represented 17 percent.

Sales in Europe, which includes Western, Central and Eastern Europe plus Russia, took a hit. In 2013, Chevy sold 797,333 vehicles, a 6.5 percent decline from the 2012 figure of 853,059. Market share remained virtually the same – 8.4 in 2013, 8.5 in 2012.

South American sales stayed pretty much the same. Chevy

sold 496,719 in 2013 and 501,510 in 2012. That is a 1 percent decline in sales.

International Operations, which include Asia-Pacific, Africa and the Middle East, saw a 7 percent increase in sales. That comes to 1.917 million in sales this year versus 1.790 in 2012.

Market share remained pretty much the same – 9.4 percent in 2013, compared with 9.3 percent in 2012.

Iran, North Korea, Syria and Sudan are excluded from sales volume and market share calculations.



2014 Chevy Impala rolling off the assembly line.

Ford Tops Chart Of Best-Perceived Brands in the U.S.

Ford has achieved something that no other automaker – foreign or domestic – has done. It made the YouGov list of best-perceived brands in the U.S.

The company has not only made the YouGov list, it was ranked first – numero uno.

YouGov is a marketing research firm, and every day of the week, its workers speak to 5,000 Americans, gauging public opinion on 1,100 of the country's biggest brands.

YouGov asks respondents if they've "heard anything about the brand in the last two weeks through advertising, news or word of mouth," and was what they heard positive or negative.

The most recent survey put Ford at the top of the list, followed by Amazon, Subway, The History Channel, Lowe's, V8, Walgreens, YouTube, Kindle and Cheerios. In 2012, Ford was ranked sixth on the YouGov list.

On its web site, YouGov said of Ford that "it has been a successful year so far for the automaker in terms of perception and profits, with Ford posting its highest-earning quarter in Q1 2013 in more than a decade. The manufacturer increased its U.S. market share from 15.2 percent in 2012 to 15.9 percent in 2013, thanks largely to the success in sales of its Focus model.

Surprisingly, no other automaker made the Top 10. The list also did not include some other pretty heavy hitters, such as Apple, Google and most media outlets.

Got News?

If you have solid business news for this paper, please contact us at News@OaklandTechNews.com.

Ford Senior Leadership Shifts Around as Brown Retires

Ford Motor Company has put in place a series of changes within its senior leadership team.

Tony Brown, group vice president, Global Purchasing, has elected to retire. Capping a career spanning more than 36 years, Brown has been Ford's Global Purchasing leader for the past 11 years. He joined Ford in July 1999, after serving in a variety of senior purchasing leadership positions inside and outside the auto industry.

"Tony Brown is a world-class business leader who has helped to transform Ford's relationships with our global supplier partners," said Ford President and CEO Alan Mulally. "Tony's leadership and dedication to working together have helped Ford and our supplier partners emerge from the recent global transformation of the auto industry well-positioned for future growth."

Succeeding Brown as group vice president, Global Purchasing is Hau Thai-Tang, who will report to Mark Fields, Ford's chief operating officer. Thai-Tang currently is vice president, Engineering. His extensive global experience leading the company's global engineering operations in North America, South America and Europe will enable him to bring the same One Ford approach to Ford's purchasing, company officials said.

Ford also announced that Birgit Behrendt was elected a Ford Motor Company officer and named vice president, Global Programs & Purchasing Operations, and that Burt Jordan was elected a Ford Motor Company officer and named vice president, Global Vehicle and Powertrain Purchasing & Supplier Diversity. Both will report to Thai-Tang.

Currently executive director, Global Programs and the Americas Purchasing, Behrendt will have operational purchasing responsibility for all the regions of the world and for partnering with Ford's suppliers to accelerate their integration into the company's global product development system. She also will help drive operational efficiency across each of the company's business units, leveraging Ford's global scale to improve costs and operational efficiency. Behrendt joined Ford in 1978.

Currently executive director, Global Vehicle and Powertrain

Purchasing, Jordan will be responsible for all commodity-related purchasing and supplier sourcing around the world.

This includes more than \$70 billion in parts and commodities, as well as leading the company's Supplier Diversity Office. Since joining Ford in 1999, Jordan has led Ford's Purchasing activities in Asia Pacific and at Mazda, and has extensive experience in vehicle and powertrain purchasing – most recently leading the company's global powertrain and vehicle purchasing organization. He has been honored several times as one of the industry's most influential African American automotive business leaders.

In parallel with these moves, Kumar Galhotra was appointed vice president, Engineering, succeeding Thai-Tang. Currently vice president, Product Development, Asia Pacific, Galhotra will oversee global engineering for the development of all Ford and Lincoln vehicles. He will report to Raj Nair, group vice president, Global Product Development. Since joining the company in 1988, Galhotra has held various positions in product develop-

Four Michigan Dealerships Cited For Eco Policies

Golling Chrysler Dodge Jeep Ram of Bloomfield Hills is among 30 U.S. dealerships Chrysler has recognized for their eco-friendly operations.

Other Metro Detroit-area dealerships receiving honors in Chrysler's second annual Dealer Environmentally Conscious Operations (ECO) Program are Sterling Heights Dodge Chrysler Jeep Ram in Sterling Heights and Roseville Chrysler Dodge Jeep Ram in Roseville. Zeigler Chrysler Dodge Ram in Kalamazoo was the fourth Michigan dealership receiving recognition. To commemorate their achievements, the automaker presented each of the 30 dealerships with an ECO plaque and souvenirs for their employees.

The dealerships were chosen based on data from dealership online surveys. Selection criteria included energy efficiency, ECO initiatives, waste recycling and community relations programs.

ment. In his recent role, he has led the team that developed Ford's aggressive plan to bring more than 50 new vehicles and powertrains to Asia Pacific by mid-decade.

Succeeding Galhotra is Trevor Worthington, who was elected a Ford Motor Company officer and appointed vice president, Product Development, Asia Pacific,

based in Shanghai. Worthington currently is a Vehicle Line director within Ford's Asia Pacific Product Development organization. In his new role, Worthington will be responsible for continuing the acceleration of new products to support Ford's aggressive growth plans in Asia Pacific.

All appointments are effective Aug. 1.



Heating
for the Homeless

DID YOU KNOW?

- This intense winter weather is having a devastating effect on the homeless. Grace Centers of Hope beds are AT CAPACITY with 200 men, women, and children seeking warm, safe shelter.
- Grace Centers of Hope has been giving hope to the helpless since 1942, and is one of Southeast Michigan's oldest and largest homeless shelters.
- Their annual "Heating for the Homeless" campaign is an effort to raise \$80,000 to shelter men, women and children from these bitter cold months.
- With the temperatures at their coldest, will you consider donating \$80 for Heating the Homeless? Your donation will help provide warm, safe shelter during these winter months.

Donate: <http://www.gracecentersofhope.org/Donate.aspx>
Call 1-855-HELP-GCH or Return the Form Below

Enclosed is my gift of:

- \$80 from 1000 people = \$80,000
 \$40 from 2000 people = \$80,000
 \$20 from 4000 people = \$80,000

Check or Money Order Payable To: Grace Centers of Hope



Donor's Name _____

_____ Exp. _____ Security Code _____

Signature _____

Address _____

City, State, Zip _____

Phone _____

Email _____

Please sign me up for the Enewsletter

Tech News

Any gifts received above our current need will be used to help care for the needy throughout the year.

TO MAKE A CREDIT CARD CONTRIBUTION PLEASE FILL OUT AND RETURN THIS SLIP TO: GRACE CENTERS OF HOPE
35 E. HURON
PONTIAC, MI 48342
1.855.HELP.GCH